



"Useful gifts for Christmas" is the slogan of all the tribe which stands behind counters and extracts hard-earned shekels from fellow-creatures. Bric-a-brac has seen its day, and in its place has come a line of novelties that are really worth receiving, say the storekeepers. Partly responsible for the change is the fad for substantial arts and crafts articles, it is asserted, and also the scarcity of imported trinkets, which the war has caused.

Never have the storekeepers of Richmond had such a prosperous season as the present, they themselves gleefully admit. The grouch has taken flight with the useful gift. Money is plentiful, and people are willing to turn it loose even in the face of aviated prices. All day long city people and country people crowd the streets and push up to the counters to spend their money. Merchants have commented not only on the willingness of people to buy this year, but also on their cheerfulness, helpfulness and self-satisfaction. If a store doesn't sell goods this Christmas, as one merchant expressed it, it never will; the retail market in all lines will never be as brisk again as it is right now.

#### IMPORTED SUPPLIES

ALMOST ENTIRELY CUT OFF  
Zest is added to the game from the merchant's standpoint by the threatened scarcity of goods. Imported supplies have been almost entirely cut off. Domestic goods have

the field, and they are struggling to hold their position. Early buying in many cases has enabled merchants to secure stocks large enough for their needs and at prices within the reach of the masses. Little doubt is felt, however, that most of the stores will have sold out by the end of next week.

The Christmas spirit is abroad in the stores and on the streets of Richmond. Brilliantly decorated windows and laden-down shoppers on the sidewalks tell unmistakably of the annual merchandising festival. Within, the stores are temples of plenty, thronged with devotees. Even the shops which have to do only with humdrum articles of constant necessity and ugly drudgery have been infected with the desire for cheer and beauty. Decorations are everywhere.

Dealers in foods share in the prosperity. Many people give Christmas presents, but all eat Christmas dinners. The class who habitually deny themselves, because of conscience, poverty or dyspepsia, looks forward to Christmas as the time for indulgence in luxuries and favorite delicacies. Along with the real food articles, the grocers, confectioners and fruit dealers have prepared stocks of dainties and trills for the epicures. Candy is selling by the ton.

#### AUTOMOBILE OUTFITS

O. H. Berry & Co. have almost everything a man could use, and a surprisingly large

number of articles for women and children. Mufflers, neckties, handkerchiefs, slippers, walking sticks and the other staples innumerable are shown. Leather goods of all sorts are popular this year, it is said, and especially traveling bags equipped with sets of brushes and toilet articles. Wardrobe trunks are demanded by those desiring to give more pretentious presents. A novelty which has won popularity is the automobile restaurant, a kit equipped with all utensils for a motor picnic. A feature of the children's department is the "Capture of Villa," a tableau of character dolls.

The Globe Clothing Company, like the other stores dealing in men's furnishings, has the holiday stand-bys, handkerchiefs, gloves, ties and belts. A feature of the gift suggestions made by the store is the display of shaving brushes and stands for the man who "does it himself."

#### NECKWEAR AND MUFFLERS

##### ARE IN GREAT DEMAND

"We have the largest assortment of neckwear in the South," claims Irving Greentree, of the Meyer Greentree store. "There are more than 12,000 neckties in the store, in addition to a big supply of mufflers. Mufflers are offering the newest styles of any single class of articles this year. We sell a great many traveling bags, especially those with accessories to match. Walking sticks and bath robes are popular as Christmas

gifts also. We have laid in an extra large stock in all lines, and business so far has justified our foresight.

Jacobs & Levy have just received a large stock of Irish poplin neckwear, which they suggest to buyers of modest Christmas gifts who desire quality in the bargain. The military trend of European thought is reflected in the color combinations of imported silk knit mufflers, combinations bringing out the colors of distinguished regiments. Smoking jackets and lounging robes are in demand for Christmas gifts at Jacobs & Levy's, it is said. Canes, umbrellas and gloves are also offered and sold in abundance. In the recently installed woman's department of the store sporting wear, such as silk and angora sweaters and skating sets, is especially featured.

#### GLOVES AND JEWELRY

##### LEAD HOLIDAY LINE

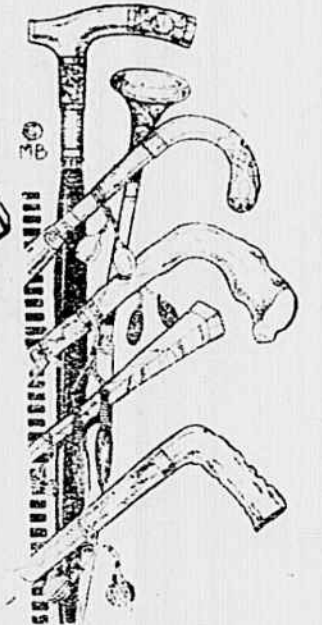
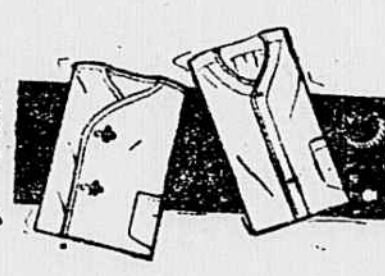
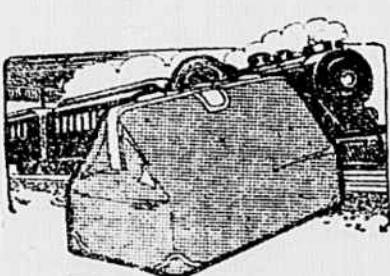
Kirk-Parrish Co. has an assortment of fine leather belts with silver buckles which is proving attractive to Christmas buyers. There is also a box containing a metal buckle, which will be engraved, and two leather belt straps to be attached as needed. The store is specializing on a line of full dress shirts. There is also a large assortment of ties, mufflers, gloves and felt slippers.

"Out of all the departments in the store I think I am most interested in the jewelry and gloves," said A. O. White, advertising manager of Miller & Rhoads. "Once people went only to jewelry stores for gold and silverware. Now we have installed a large line of solid gold and silver, as well as plated goods, and we are selling it at department store prices. I think we have been able in some cases to reduce the market prices on jewelry. We have an enormous stock of all sorts of gloves, and are making a heavy sale of them. Every department in the store is doing good business. That was not the case last year, when a few branches lagged. We have the best business this Christmas we ever had, and it is evenly distributed throughout all departments."

#### WOMEN'S BAGS IN A

##### NUMBER OF VARIETIES

The Kaufmann Store is making a specialty of women's bags of all sorts for Christmas gifts. Most of these are imported and show the influence of the revival of the styles of the Victorian period. There are smaller bags for evening use and larger ones for street service. Out steel beads and heavy braid are the prevailing ornaments on these bags. Those for the street are made of satin or suede. Articles for infants in hand-decorated ribbon are also featured at the Kaufmann Store. The assortment of furs is unusually large, and in its greater style



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